

What Is Claimed Is:

1. A computer-implemented method of efficiently transmitting a result set in response to a data request, the method comprising:
 - 5 at a data server, receiving a data request from a requestor, wherein the data request requests less than all columns of a set of rows of a data table;
informing the requestor of the storage format of rows of the data table; and
for each row in the set of rows:
 - retrieving all columns of the row, as stored in the storage format;
 - 10 and
without disassembling the row into columns, transmitting the row to the requestor.
2. The method of claim 1, further comprising:
 - 15 determining whether the number of columns in said less than all columns is greater than a threshold percentage of all columns in the data table.
3. The method of claim 1, further comprising:
 - 20 determining whether the total data size of said less than all columns is greater than a threshold percentage of the total data size of all columns of the data table.
4. The method of claim 1, further comprising:
 - 25 determining a level of complexity required to post-process the set of rows.
5. The method of claim 4, further comprising:
 - if said level of complexity is greater than the requestor is capable of performing, post-processing the set of rows on the data server.

6. The method of claim 4, further comprising:
if the requestor is capable of performing the post-processing, post-
processing the set of rows on the requestor.

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7. The method of claim 4, wherein post-processing the set of rows
comprises disassembling, into columns, each row in the set of rows.

8. The method of claim 7, wherein said post-processing further
10 comprises:
converting a datatype of a column.

9. The method of claim 7, wherein said post-processing further
comprises:
15 retrieving data related to a column.

10. The method of claim 7, wherein said post-processing further
comprises:
applying a set of processor executable instructions to manipulate a
20 column.

11. A computer readable medium storing instructions that, when
executed by a computer, cause the computer to perform a method of efficiently
transmitting a result set in response to a data request, the method comprising:
25 at a data server, receiving a data request from a requestor, wherein the data
request requests less than all columns of a set of rows of a data table;
informing the requestor of the storage format of rows of the data table; and
for each row in the set of rows:

retrieving all columns of the row, as stored in the storage format;
and
without disassembling the row into columns, transmitting the row
to the requestor.

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12. The computer readable medium of claim 11, wherein the method
further comprises:
determining a level of complexity required to post-process the set of rows;
and
10 if said level of complexity is greater than the requestor is capable of
performing, post-processing the set of rows on the data server.

13. The computer readable medium of claim 12, wherein the method
further comprises:
15 post-processing the set of rows on the requestor.

14. A computer-implemented method of transmitting requested data
from a data server, the method comprising:
receiving a data request from a requestor, said request targeting a subset of
20 the fields of a set of records in a data table;
informing the requestor of the storage format of a record of the data table;
determining whether the subset of fields comprises a threshold percentage
of all fields in the data table;
identifying any post-processing to be performed on the subset of fields;
25 for each record in the set of records, retrieving the entire record; and
transmitting the set of records to the requestor without:
disassembling any record into the fields of the record; or
performing the identified post-processing.

15. The method of claim 14, wherein the post-processing comprises one or more of:

- converting a datatype of a column;
- 5 retrieving data related to a column, from a source other than the data table;
- applying a set of data manipulation instructions to a column; and
- formatting a column.

16. The method of claim 14, further comprising:
10 performing the post-processing on the requestor.

17. A computer readable storage medium storing instructions that, when executed by a computer, cause the computer to perform a method of transmitting requested data from a data server, the method comprising:
15 receiving a data request from a requestor, said request targeting a subset of the fields of a set of records in a data table;
informing the requestor of the storage format of a record of the data table;
determining whether the subset of fields comprises a threshold percentage of all fields in the data table;
20 identifying any post-processing to be performed on the subset of fields;
for each record in the set of records, retrieving the entire record; and
transmitting the set of records to the requestor without:
disassembling any record into the fields of the record; or
performing the identified post-processing.

25 18. An apparatus for efficiently transmitting a result set of a data request, comprising:
a storage device configured to store multiple data records, wherein each

data record comprises a set of fields stored contiguously on the storage device;
and

a first interface configured to:

- 5 receive a request, from a requestor, for a set of said data records;
- inform the requestor of a storage format of said data records;
- retrieve one or more records from the storage device; and
- without disassembling said records into said fields, transmit the
one or more records to the requestor.

10 19. The apparatus of claim 18, further comprising a client computing
device, said client computing device comprising:

a second interface configured to:

- initiate the request;
- receive the one or more records from said first interface;
- 15 disassemble the one or more records into said fields; and
- post-process said fields.

20 20. The apparatus of claim 19, wherein post-processing a field
comprises changing a datatype of a field.

21. The apparatus of claim 19, wherein post-processing a field
comprises retrieving a data item related to a field.

25 22. The apparatus of claim 19, wherein post-processing a field
comprises formatting the contents of a field.

23. The apparatus of claim 19, wherein said second interface is further
configured to reorder said fields.

24. The apparatus of claim 19, wherein said second interface comprises a field processor.

5 25. The apparatus of claim 18, further comprising:
a field processor configured to:
disassemble said records into said fields; and
post-process said fields.

10 26. The apparatus of claim 25, wherein said field processor is further configured to reorder said fields.